

BLOOMFIELD TOWN COUNCIL

GOLF SUBCOMMITTEE

There was a SPECIAL meeting of the above referenced subcommittee held on Tuesday, February 2, 2016 at 6:00 p.m. in Conference Room #5, Bloomfield Town Hall, 800 Bloomfield Avenue, Bloomfield, CT.

Committee members present were: Councilors Rivers and Seldon, Jon Colman, Byron Lester, Ryan Phelps and Ciaran Carr

Also present were: David Melesko, Director of Leisure Services and India Rodgers, Clerk of Council

Absent were: Brad Klein and Abraham Ford

Guest: Bill Starkie

The meeting was called to order at 6:02 p.m.

APPROVAL OF MINUTES

It was moved by Councilor Rivers, seconded by Councilor Seldon and voted unanimously to approve the minutes of November 23, 2015.

STATUS OF PROPERTY

2015 Year-End Review

Mr. Ciaran Carr, General Manager of Wintonbury Hills Golf Course gave a brief review for 2015 year end financials. The course is on budget with no outstanding issues. At the end of December 2015, the operating cash reserve was approximately \$393,000.

It has been a very successful year for Wintonbury Hills Golf Course. The course was able to remain open until December 24, 2015 due to warm record breaking temperatures.

The golf shop inventory is the lowest it has been in the past few years. The shop has approximately \$47,000 in merchandise. Approximately, golf shop sales up \$8,000, but the cost of goods were down 3%. Management will continue to improve on profitability in the golf shop.

The Tap Inn Restaurant did close on December 1, 2015 and will be reopen in spring 2016. However, the restaurant manager will continue to market and sponsor private events during January & February 2016. On February 27, 2016, the course will host a 3 course wine dinner with sample pairings.

There were approximately 829 rounds played in December 2015, which was 821 more rounds played than prior year due to weather related activities. The APR for the year was \$3.54. Management budgeted \$162,000 in pass holder fees and sold \$160,000.

In addition, in golf revenue is \$113,000 ahead of prior year, totaling \$163,000 of prior year.

Management stated that utilities have increased by \$20,000 over prior year, due to water usage because of the lack of rain.

The course did have savings in gas and diesel, a decrease of 8,000. In addition, there was \$400,000 in food and beverage sales, which is a \$40,000 increase over prior year. Approximately, \$5300 in cart fees, because twilight pass holders are paying \$10.00 per round.

The course also received an increase of \$44,000 in the driving range, \$13,000 ahead of prior year. The course spent less to purchase golf balls and increase the range token from \$5.00 to \$6.00.

In addition, there was also an increase of \$6,000 in insurance benefit premiums.

At year end, expenses increased in maintaining the building and equipment.

The Membership Calendar is live and active for pass holder use only. Pass holders can log on to their account to view events and outings that may affect play.

Mr. Carr gave a brief overview of banquet menu and pricing for outings. He also stated that management is in the process of designing an event menu specifically for large events.

Course Maintenance

Mr. Carr reported that he has been soliciting quotes for new driving range mats replacement (see quote submitted). It was noted that three quotes are needed for the driving range mat replacement when requesting town funds, which would satisfy the town's purchasing policy.

In addition, the range shed has mold issues. Management will consider repair, strip, install new plywood and shingle internally. These repairs are a short term fix and will last approximately 4 – 5 years.

Mr. Colman stated that the most common complaint is the driving range.

Consider and Take Action regarding the 2016 Golf Course Budget

The 2016 Budget for Wintonbury Hills will showing growth year after year. FY 2015-2016, the course took in \$2,000,000 in total revenue. (See attached)

- The COGS projected figures will mirror estimates and actuals of prior year, however management will continue to market for profitability in both the golf shop as well as in food and beverage sales.
- Labor expenses remain flat
- Operating expenses are comparable to prior year
- Slight decrease in Administration in Golf remain flat
- Golf Course maintenance slightly increased due to replacing smaller machinery, working on a long term replacement plan
- Marketing budget will remain flat

- There was significant savings on golf cart and equipment leasing. The beverage cart and 6 utility vehicles have been paid off.
- Payroll/benefit taxes have increased by 10%
- Miscellaneous income include school funds for the junior's program clubs purchase and oversight of the East Hartford golf course. These fees will begin to replenish savings account.
- 2015 Net Ordinary Income was \$139,000, with predictions of \$123,000 for FY 2016.

Management gave a brief description about potential pros and cons of the estimated budget. The weather for this industry can be very unpredictable. In addition, Wintonbury Hills will have some local competition with two golf courses back on line for the upcoming season.

Wintonbury Hills will continue to focus on attracting golf outings and major events to expand revenue estimates. Mr. Carr maintain and recommit this focus in the off season.

Mr. Byron Lester inquired about the increase in insurance. Mr. Ryan Phelps stated that the Billy Casper Golf has a group policy that is measured by claim history by region with Chubb Insurance.

It was noted that general Administrative expenses include Billy Casper Golf Administrative fee, repairs, clubhouse upkeep and utilities.

Major repairs at the clubhouse would include the cupolas and cart barn. Management has plans to alleviate water issues on the golf course by purchasing double containers.

ADJOURNMENT

It was moved by Councilor Rivers, seconded by Councilor Seldon and voted unanimously to adjourn the meeting at 6:45 p.m.